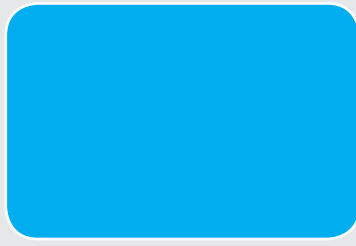


Gallup Pakistan

Media Cyberletter

January - December 2012





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Dear Colleagues,

It gives me pleasure to introduce to you the Gallup Pakistan TV Ratings Analysis 2012.

Keeping its tradition of more than 20 years, Gallup has compiled all relevant information that a media professional needs to understand the overall media landscape in the country in one document based on Gallup TV Ratings Service Data.

The Gallup TV Ratings Service is the only National TV Ratings Service in Pakistan with more than **5500 men and women** spread across all **4 provinces** and covering **urban and rural areas**. As compared to alternative TAM Solutions, Gallup Pakistan's service is statistically more accurate and has far smaller sampling errors and design effects.

The Cyberletters of Gallup, with their new dynamic look, are part of the re-engineering and overhaul exercise at Media Research Department in specific and Gallup brand name overall.

Do you have any views or feedback on the content of the Cyberletter? Drop us a line or a call.

Amal Naeem Qureshi

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Advisory Committee:

Dr. Ijaz Shafi Gilani, Chairman & Chief Executive

Jawaid Muhammad Salik, Executive Director,

Media Research Division, Gallup Pakistan

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34. Men vs Women (Average Time Spend per Viewer)

35. Average Time Spent per Viewer per Day

1. Broadcasting Environment - Basic Facts

TV Landscape - National

Total Household

26.5
Million



Total Individuals

180
Million

Total TV Household

21
Million



Total Individuals

124
Million

Total Cable Penetration

11.5
Million



Total Individuals

68.2
Million

Total Number of Local Channels: 91

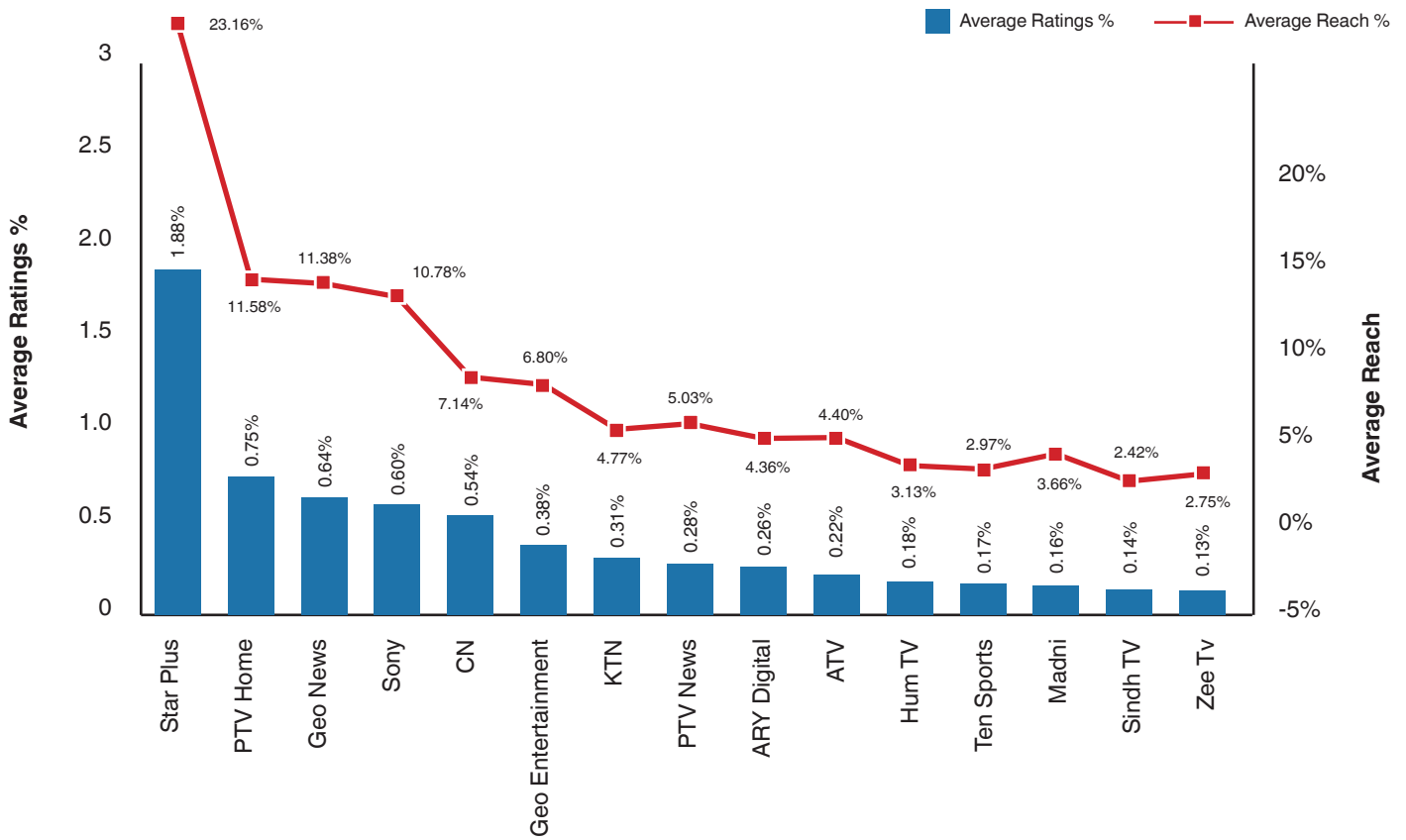
News	Entertainment	Sports	Children	Music
AAJ News	A Lite	Geo Super	Cartoon Network	8XM
AJK TV	A Plus	PTV Sports	Nickelodeon	AAG
APNA News	AKS	Ten Sports		ARY Musik
ARY News	ARY Digital			GKA Boom
Channel 5	ATN	Food		K2
City 42	AXN	ARY Zauq		Oxygene
CNBC	Dharti	Masala	Movies	Oye
DAWN News	Express Entertainment	Zaiqa	HBO	Play TV
Dhoom	Geo Entertainment	Regional	Film World	
Din News	Hero TV	Apna	Filmax	
Dunya TV	Hum 2	AVT Khyber	Filmazia	
Express News	Hum TV	Awaz	Silver Screen	
Geo News	Indus Vision	Kashish	Starlite	
Indus News	Koh-e-Noor	Kook		
Khyber News	Light Asia	KTN		
KTN News	PTV Home	Mehran	Educational	
Metro One	PTV National	PTV Bolan	Value TV	
News One	TV One	Punjab TV	Health TV	
PTV News	Urdu 1	Raavi	Virtual 1	
Royal News	Vibe	Rohi TV		
Samaa	Religious	Sabz Baat		
Sindh News	Madni	Sindh TV		
Vash News	ARY QTV	Urooj	Agricultural	
Waqt TV	Haq TV	Waseb TV	Sohni Dharti	



2. Top 15 Channels during 2012

Top 15 Foreign & Local Channels (in terms of Average Ratings & Reach)

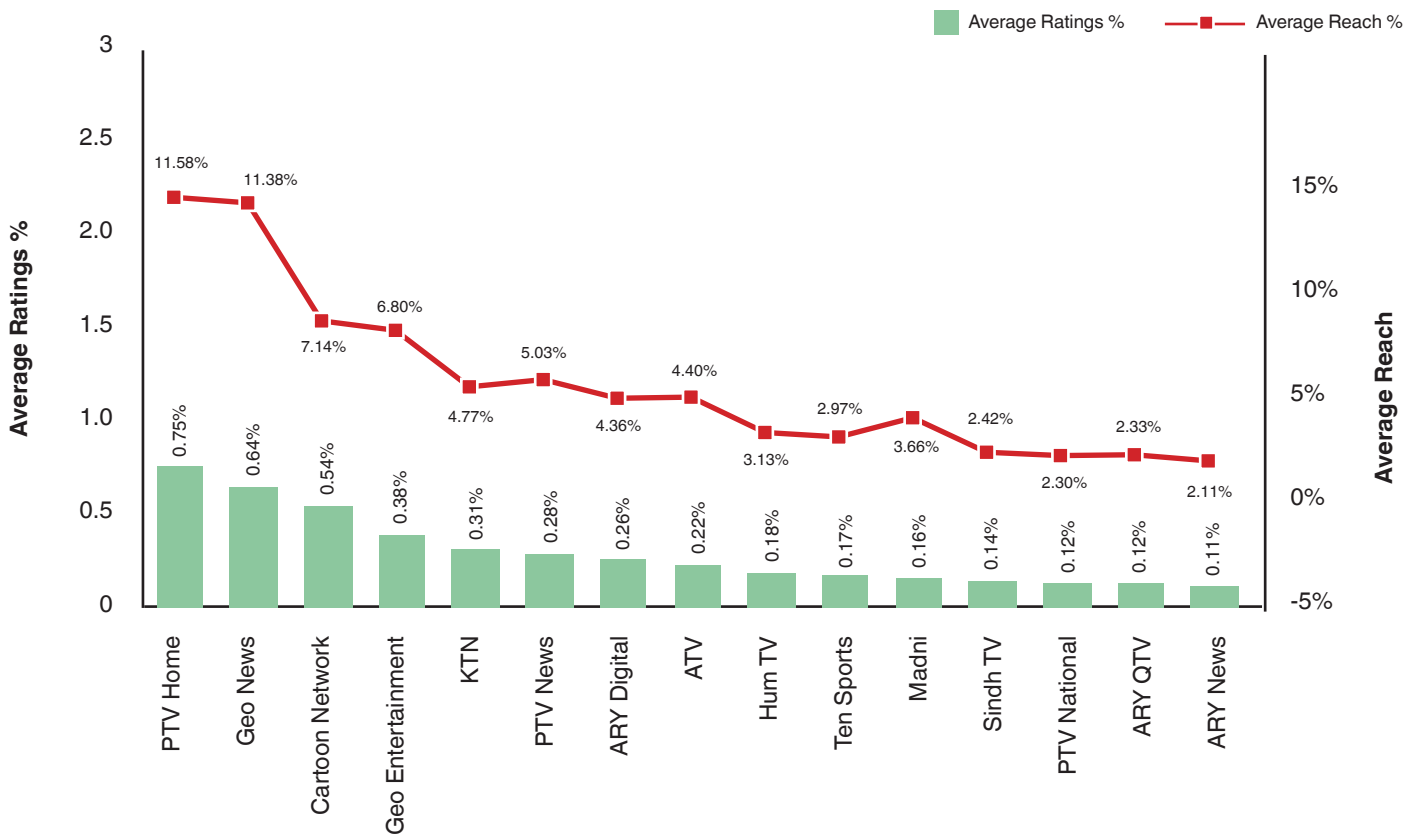
TA: National CnS Viewers
Time Slot: 06:00 - 00:00



3. Top 15 Channels during 2012

Top 15 Local Channels (in terms of Average Ratings & Reach)

TA: National CnS Viewers
Time Slot: 06:00 - 00:00



4. Top Ranker

Top 15 Best Performing programs of 2012

TA: Adults (Male/Female, Age 18+)
CnS Viewers

Rank	Channel	Date	Week Day	Start Time	Program	Duration (min)	Rating (%)	Rating (000)	Share (%)
1	PTV Home	06.26.2012	Tuesday	19:24	Sure	0:26	10.1	4,188	26.8
2	PTV News	06.26.2012	Tuesday	09:10	Subh-e-Nau	0:49	7.0	2,921	54.1
2	PTV Home	05.20.2012	Sunday	06:00	Al Quran-e-Hakim	0:56	6.9	2,960	49.7
4	Geo News	06.03.2012	Sunday	20:58	Geo News	1:01	6.7	2,738	28.0
5	PTV Home	02.13.2012	Monday	19:56	Taray Bina	0:55	6.4	2,531	16.9
6	ATV	06.27.2012	Wednesday	22:24	Saqraat	0:31	6.2	2,588	34.4
7	PTV Home	05.12.2012	Saturday	07:57	Dil ko Manana Aaya Nahee	0:59	6.2	2,659	51.3
8	PTV News	09.24.2012	Monday	06:00	Khabrain (6 Bajay)	0:32	6.1	2,615	52.8
9	PTV Home	05.11.2012	Friday	08:00	Filmi Ooops	0:33	6.1	2,605	53.0
10	PTV Home	05.06.2012	Sunday	07:59	Kainat	0:58	6.1	2,597	48.6
11	PTV Home	06.26.2012	Tuesday	18:44	Family Front	0:38	5.9	2,459	25.8
12	PTV Home	05.11.2012	Friday	08:34	Yeh Kiya Film Hai	0:27	5.9	2,527	53.3
13	PTV Home	02.14.2012	Tuesday	20:06	Main	0:51	5.9	2,342	15.3
14	PTV Home	04.29.2012	Sunday	16:05	Khalida ki Walda	0:49	5.9	2,311	32.8
15	Geo News	04.21.2012	Saturday	19:59	Lekin!	0:49	5.5	2,190	16.7

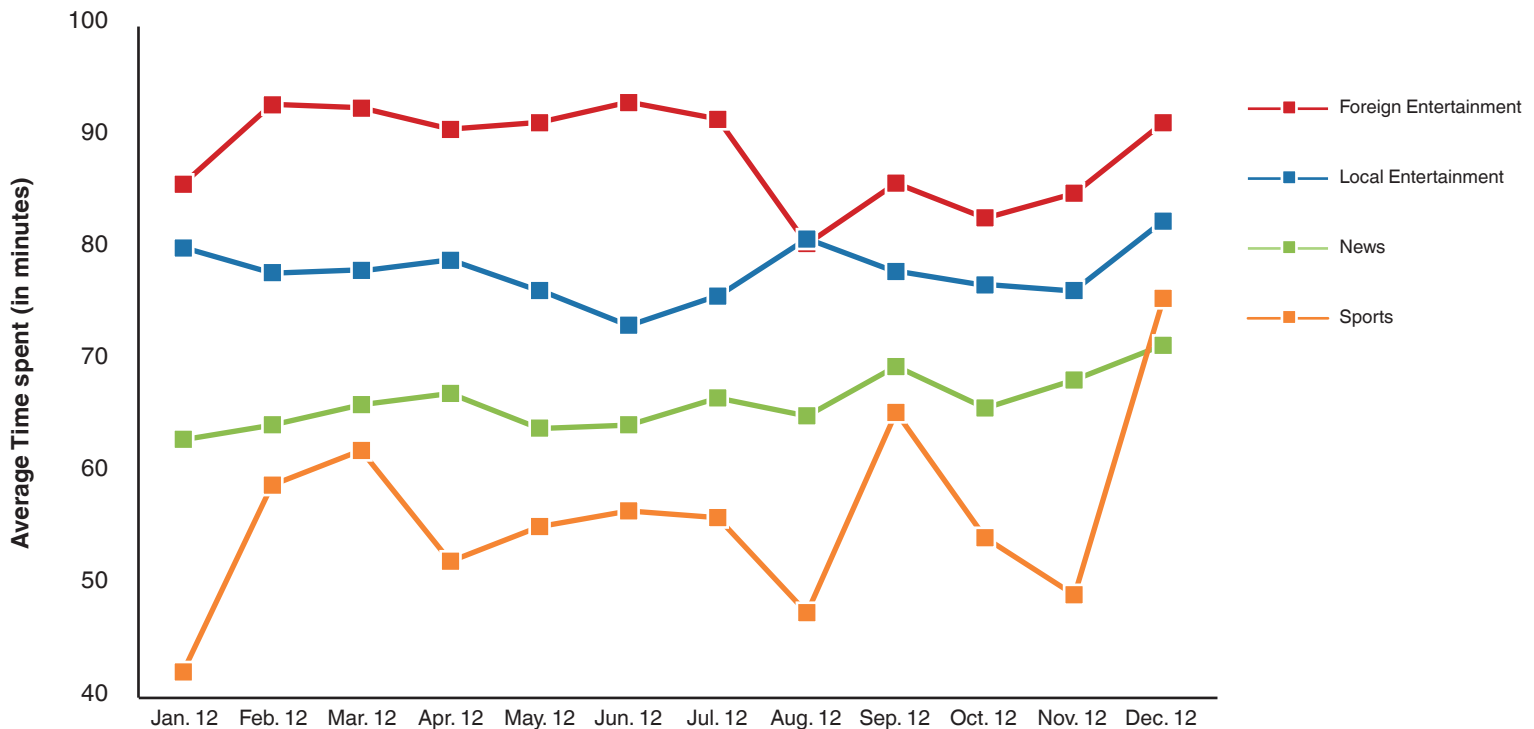
Methodology

Top ranker based on best episode (Multiple occurrences of the same program are excluded)
 Period: January 1st - December 31st, 2012
 Minimum Duration: 20 minutes
 Target: Adults (Age 18+) CnS Viewers
 Ranking based on number of viewers (1st criteria) and average market share (2nd criteria)

5. Month-wise Genre-wise Viewership Review

TA: National, CnS Viewers | Function: Average Time Spent per Viewer

TA: National CnS Viewers
Time Slot: 24 H



Foreign Entertainment includes Star Plus, Sony, Colour, Set Max, Star Gold, Star World, Zee TV, Zee Smile

Local Entertainment includes A+, ARY Digital, ATV, AXN, Dharti TV, Express Ent., Geo Ent., Hum, Indus Vision, PTV Home, TV One, Vibe

News includes Aaj, ARY News, Express News, Geo News, PTV News, Indus News, Khyber News, KTN News, Samaa, Sindh News, Waqt News

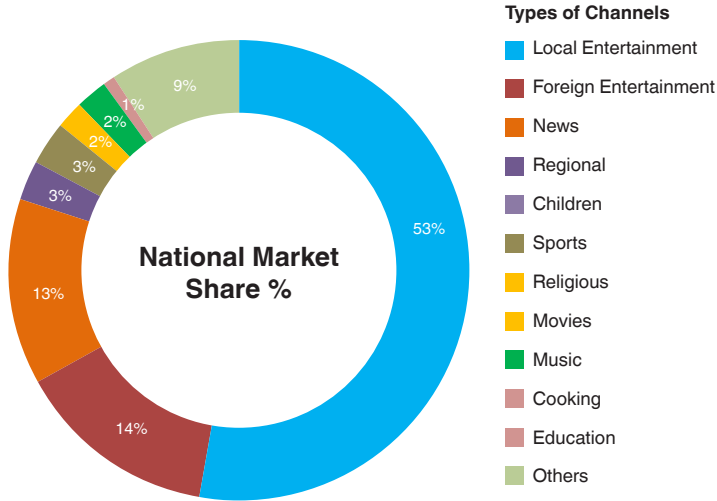
Sports includes Geo Super, PTV Sports, Ten Sports, ESPN, Star Sports, Super Sports



6. National Market Share (%)

TA: All Viewers

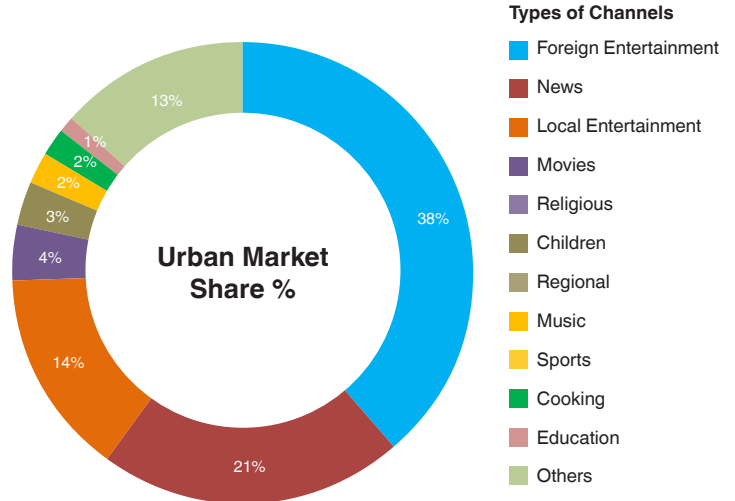
Period: Jan - Dec 2012



7. Urban Market Share (%)

TA: All Viewers

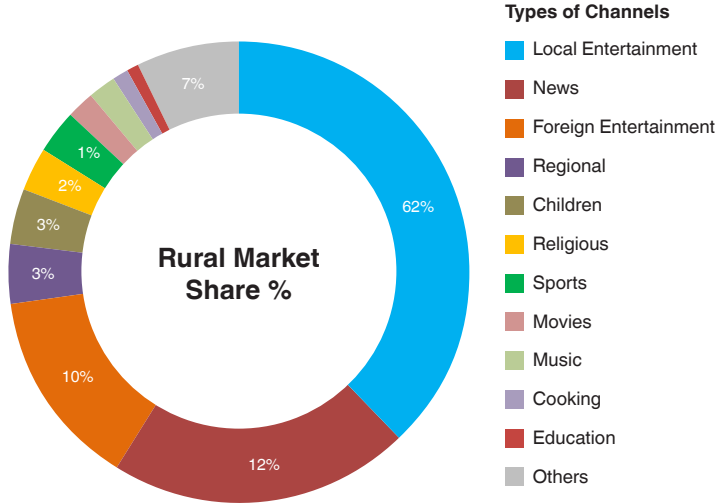
Period: Jan - Dec 2012



8. Rural Market Share (%)

TA: All Viewers

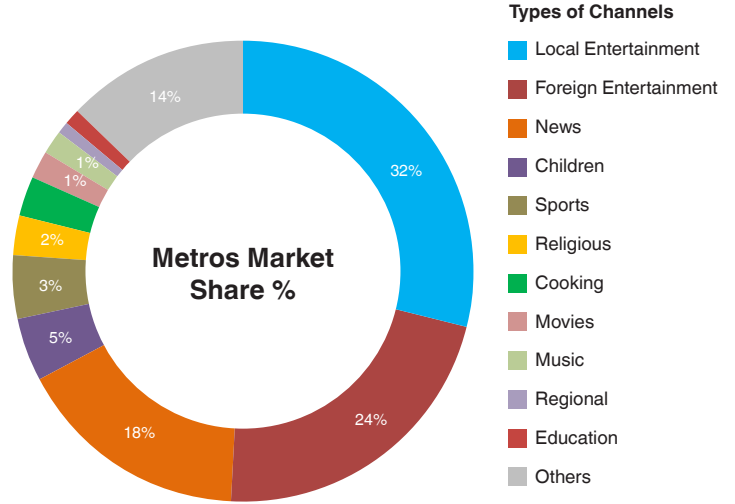
Period: Jan - Dec 2012



9. Metros Market Share (%)

TA: All Viewers

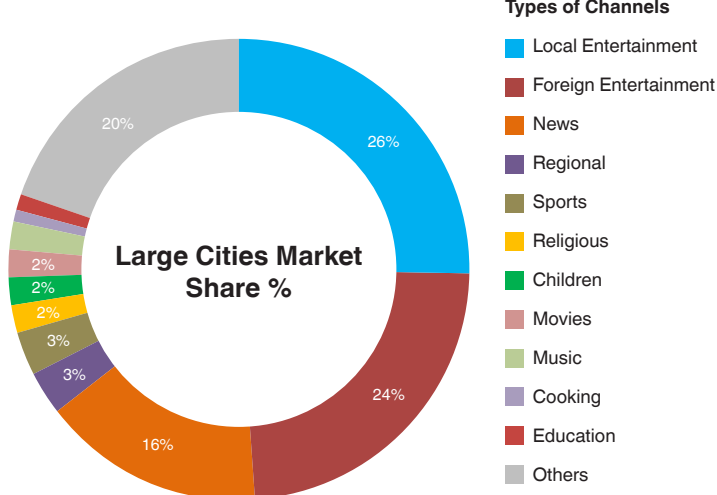
Period: Jan - Dec 2012



10. Large Cities Market Share (%)

TA: All Viewers

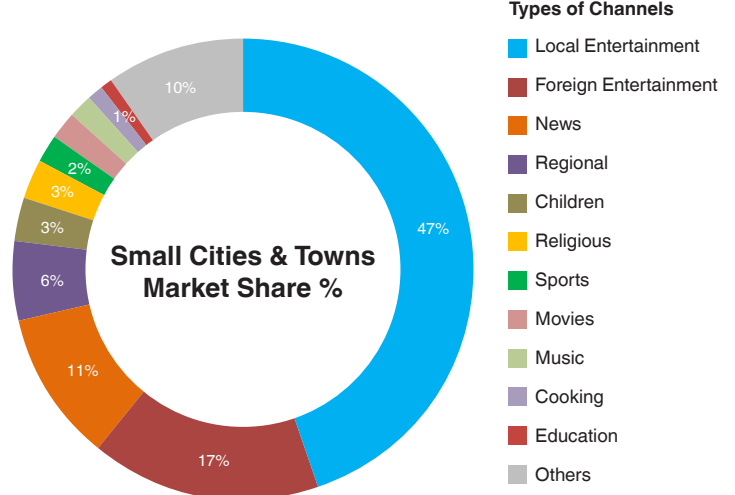
Period: Jan - Dec 2012



11. Small Cities & Towns Share (%)

TA: All Viewers

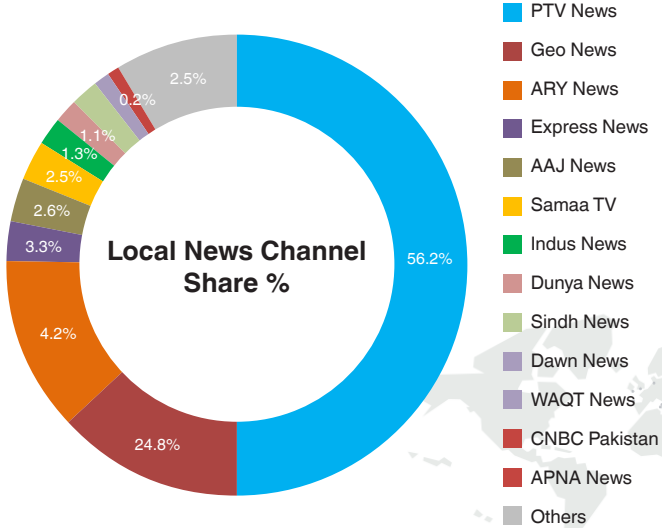
Period: Jan - Dec 2012



12. Local News Channel Share %

TA: All National Viewers

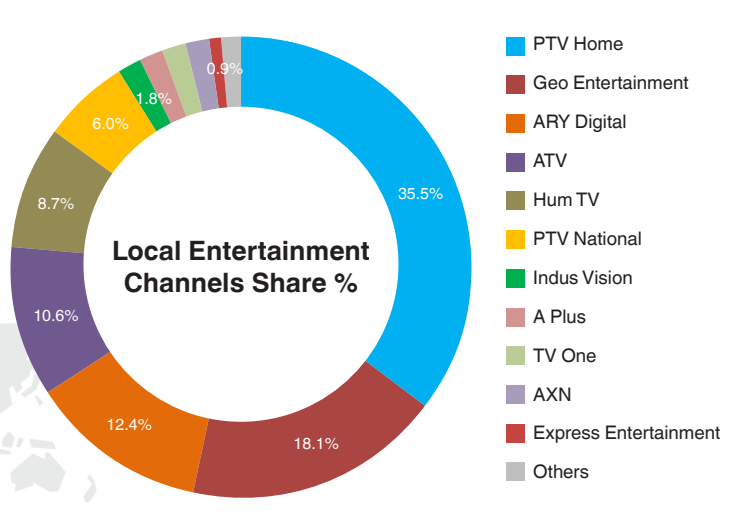
Period: Jan - Dec 2012, based on average ratings



13. Local Entertainment Share %

TA: All CnS Viewers, Region: National

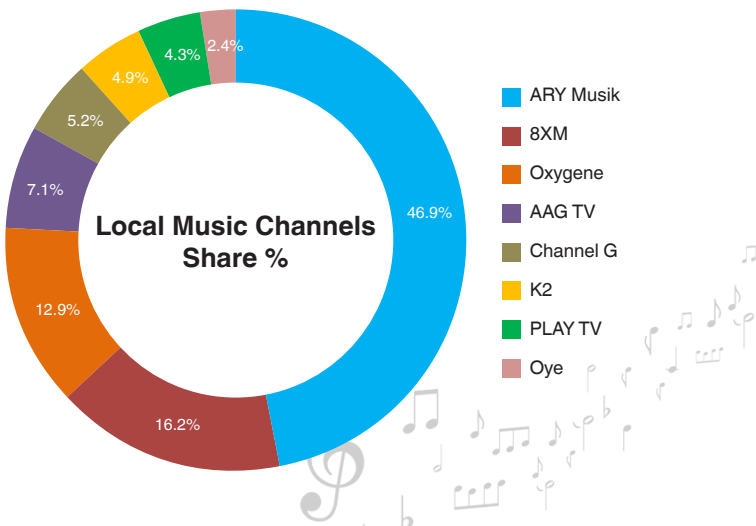
Period: Jan - Dec 2012, based on average ratings



14. Local Music Channels Share %

TA: All Viewers, Region: National

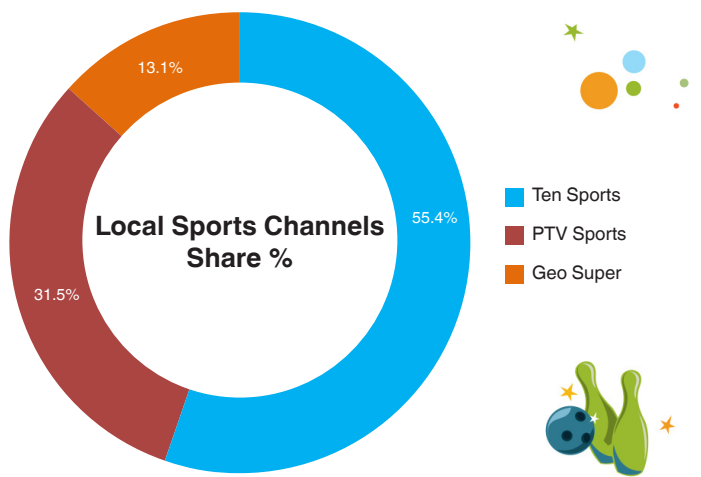
Period: Jan - Dec 2012, based on average ratings



15. Local Sports Channels Share %

TA: All Viewers, Region: National

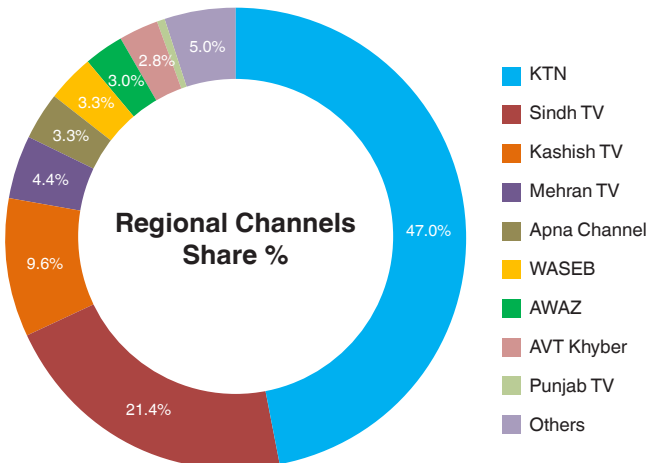
Period: Jan - Dec 2012, based on average ratings



16. Regional Channels Share %

TA: All Viewers, Region: National

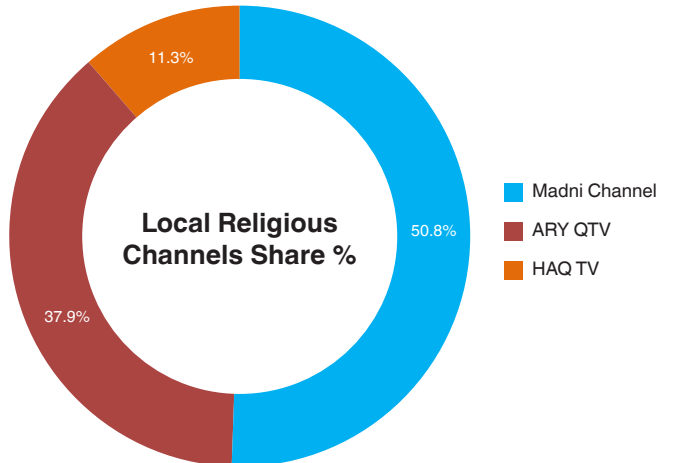
Period: Jan - Dec 2012, based on average ratings



17. Local Religious Channels Share %

TA: All Viewers, Region: National

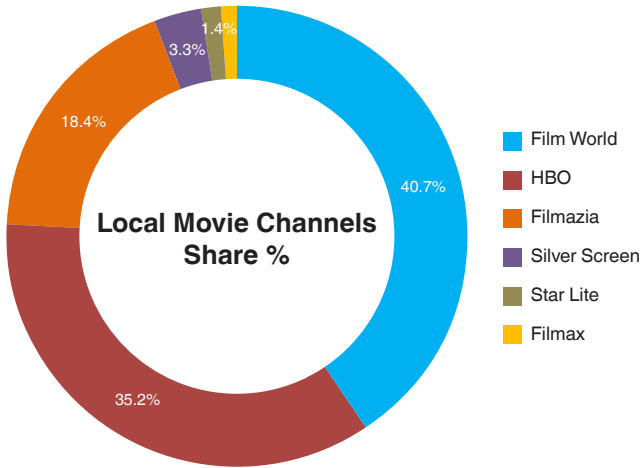
Period: Jan - Dec 2012, based on average ratings



18. Local Movie Channels Share %

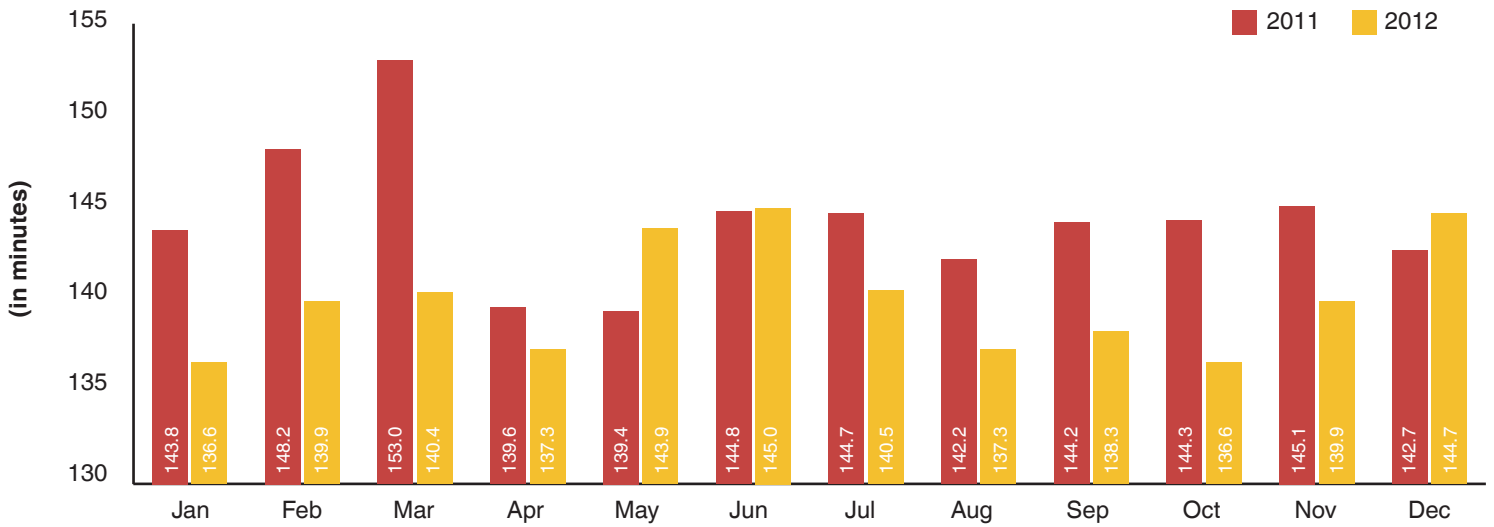
TA: All Viewers, Region: National

Period: Jan - Dec 2012, based on average ratings

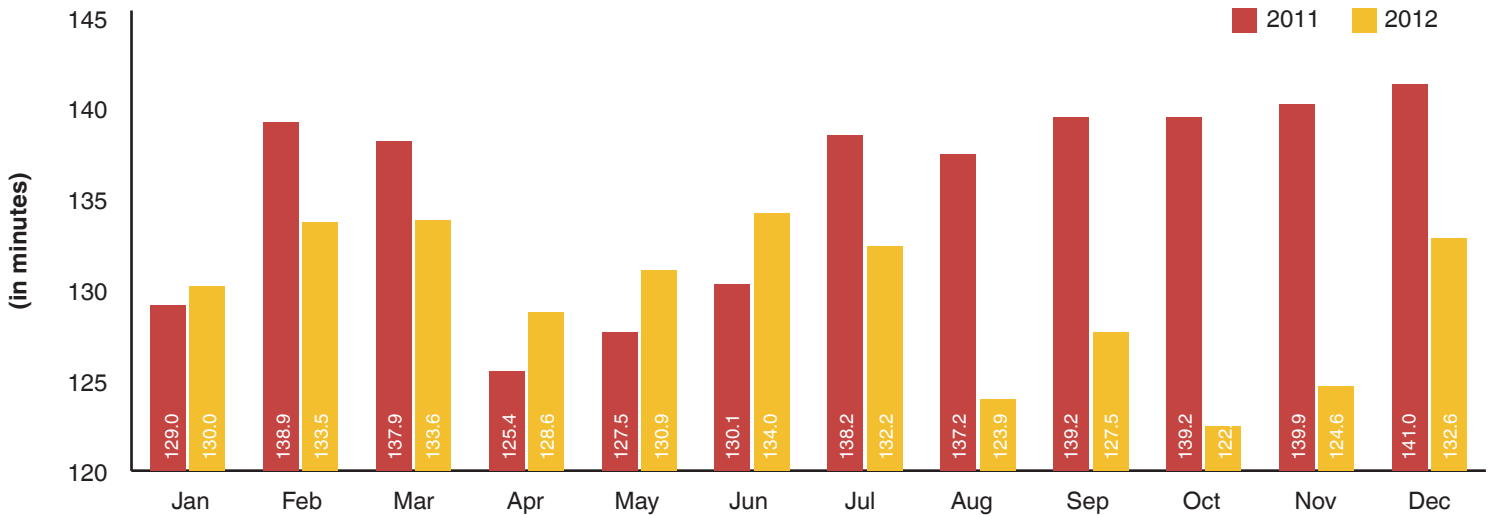


19. Average Time Spent (2011 vs 2012)

TA: All National Viewers



TA: National CnS Viewers



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inside and out, better than anyone!



Gallup Pakistan Media Editorial Team

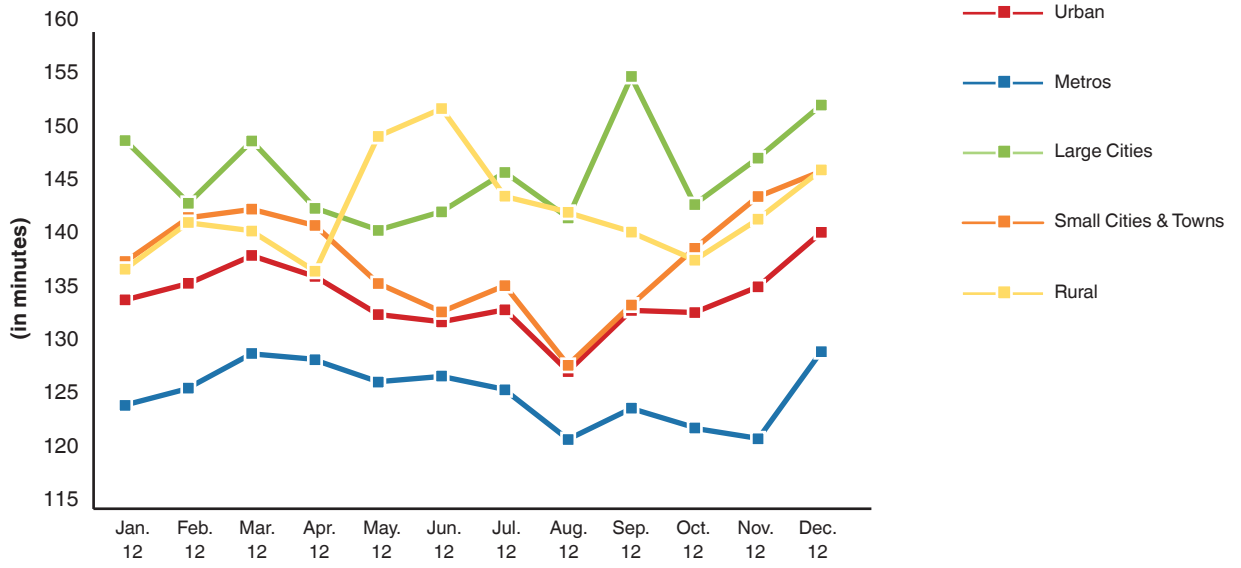
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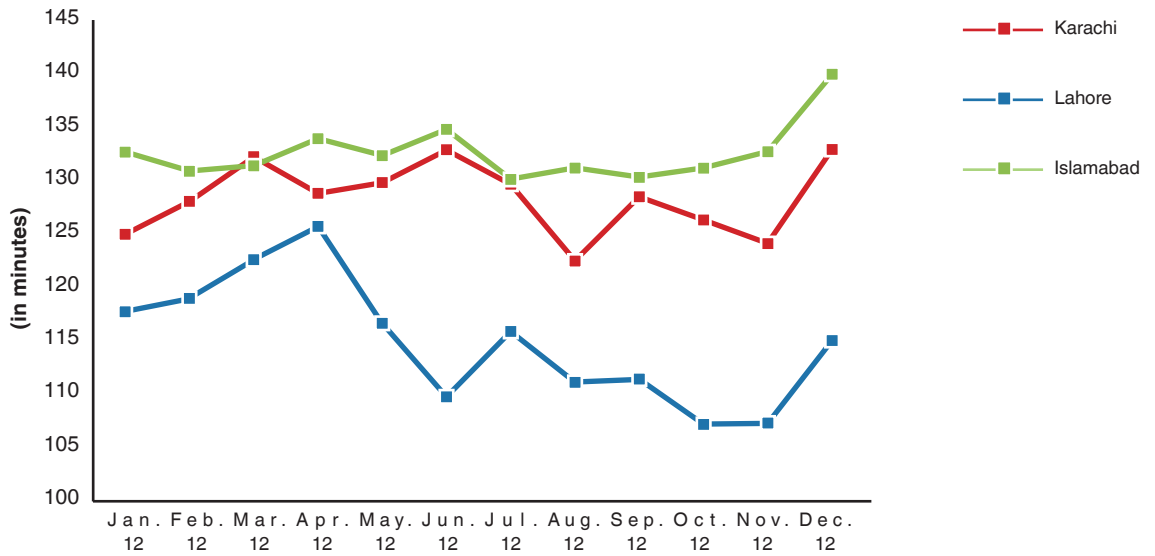
20. Daily Average Time Spent per Viewer

Geographical Segment-wise | Target Audience: All Viewers



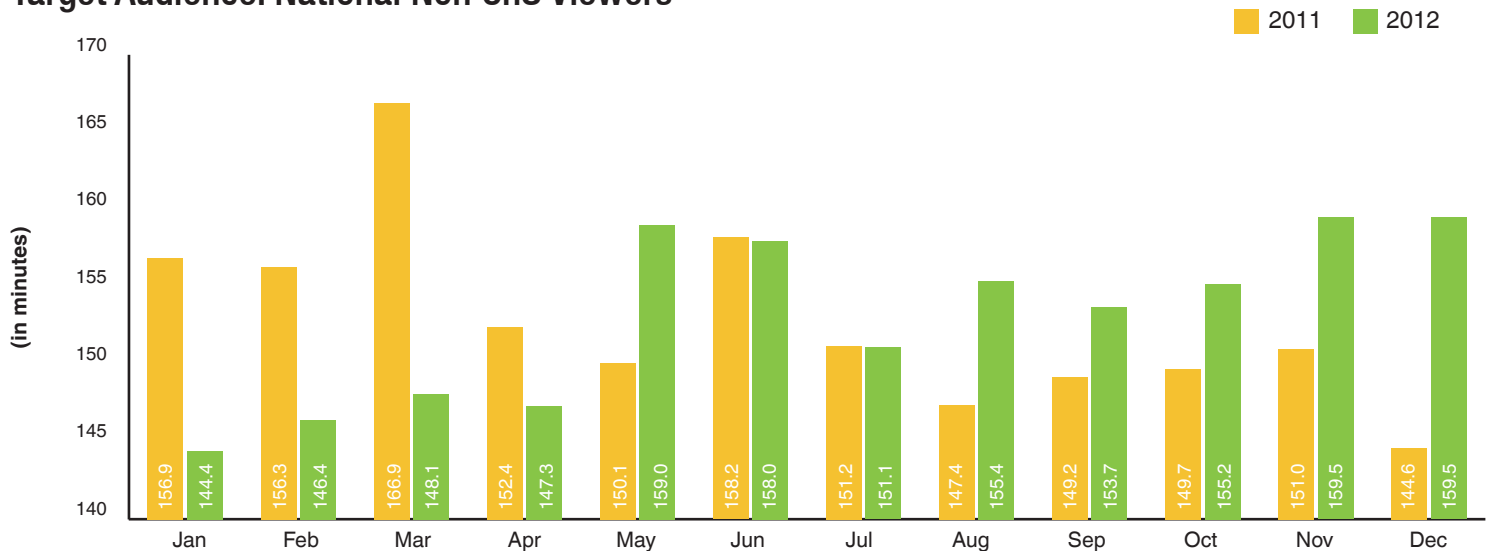
21. Daily Average Time Spent per Viewer (KHI - LHR - ISB)

Target Audience: All Viewers



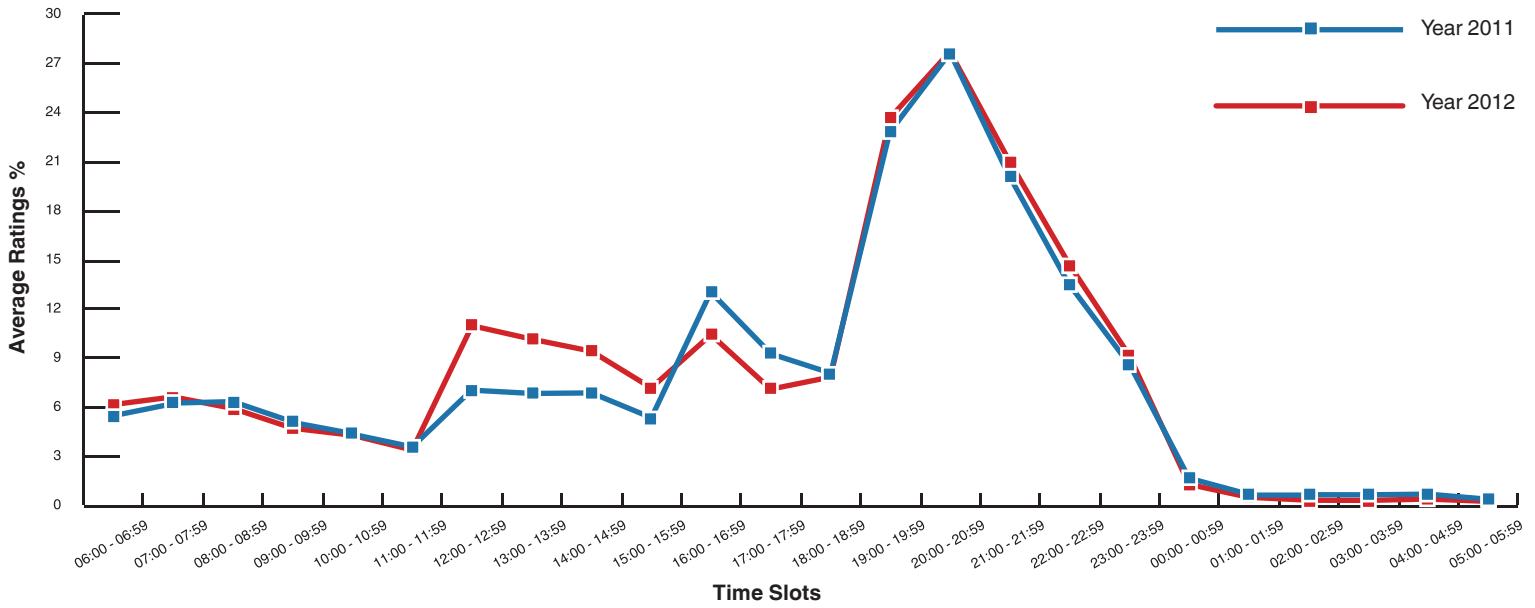
22. Average Time Spent (2011 vs 2012)

Target Audience: National Non CnS Viewers



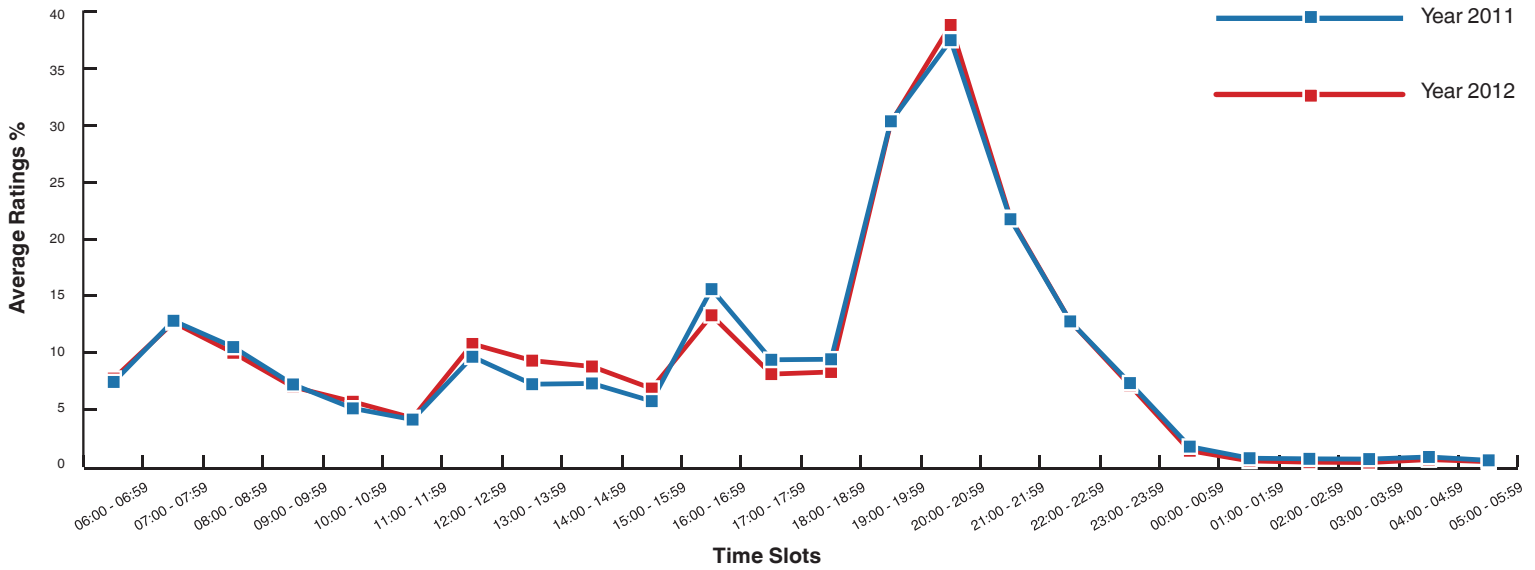
23. Hourly Ratings (2011 vs 2012)

TA: National CnS Viewers



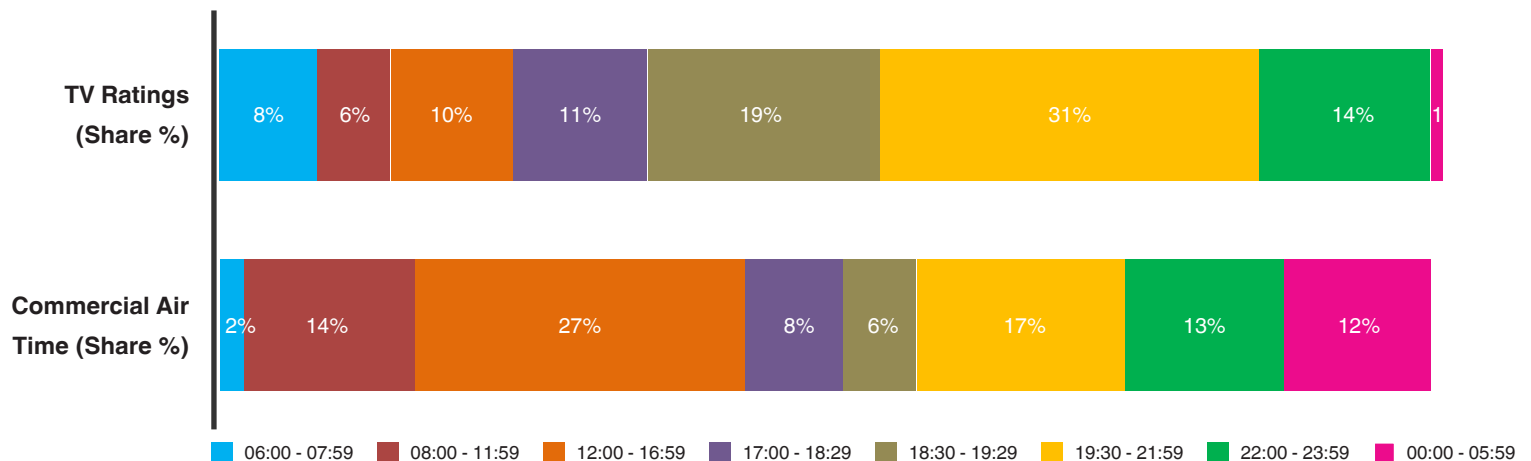
24. Hourly Ratings (2011 vs 2012)

TA: All National Viewers



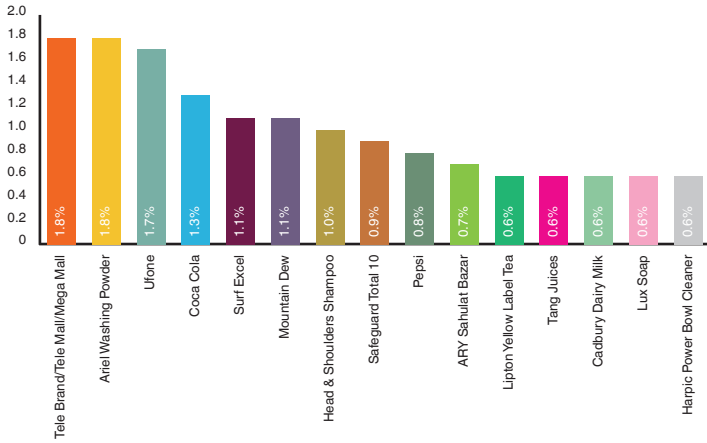
25. Timeslot-wise share: Viewership vs CAT

Target Audience: National CnS Viewers



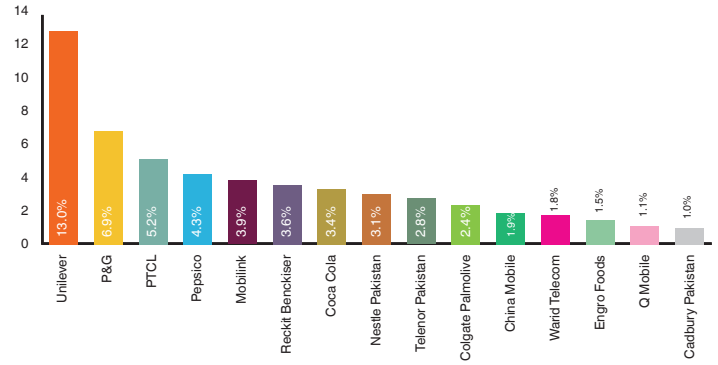
26. Top 15 Brands of 2012 (Media: TV)

In terms of Air Time



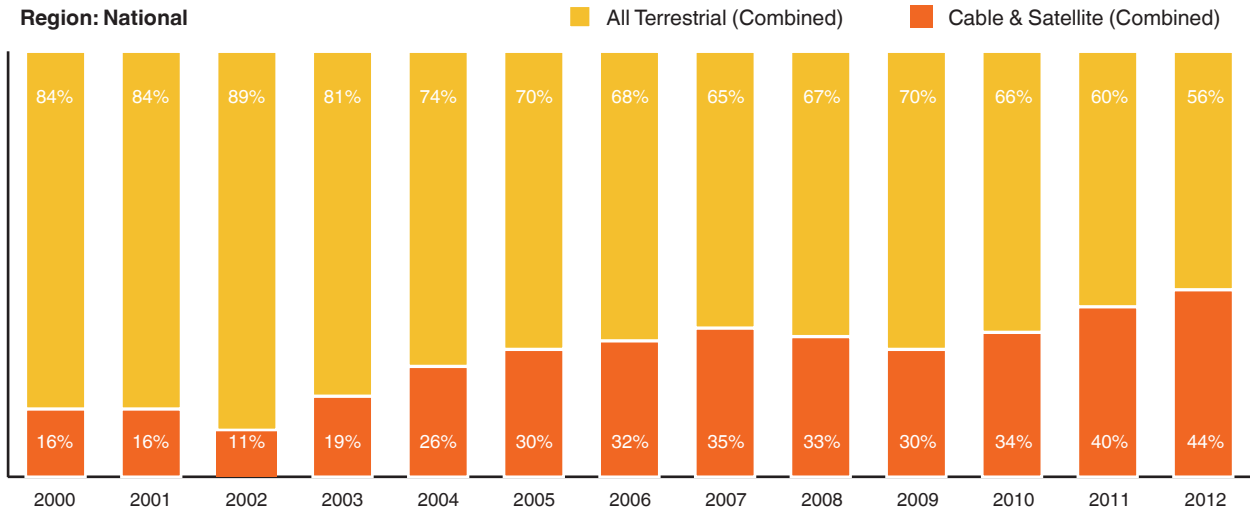
27. Top 15 Advertisers of 2012 (Media: TV)

In terms of Air Time



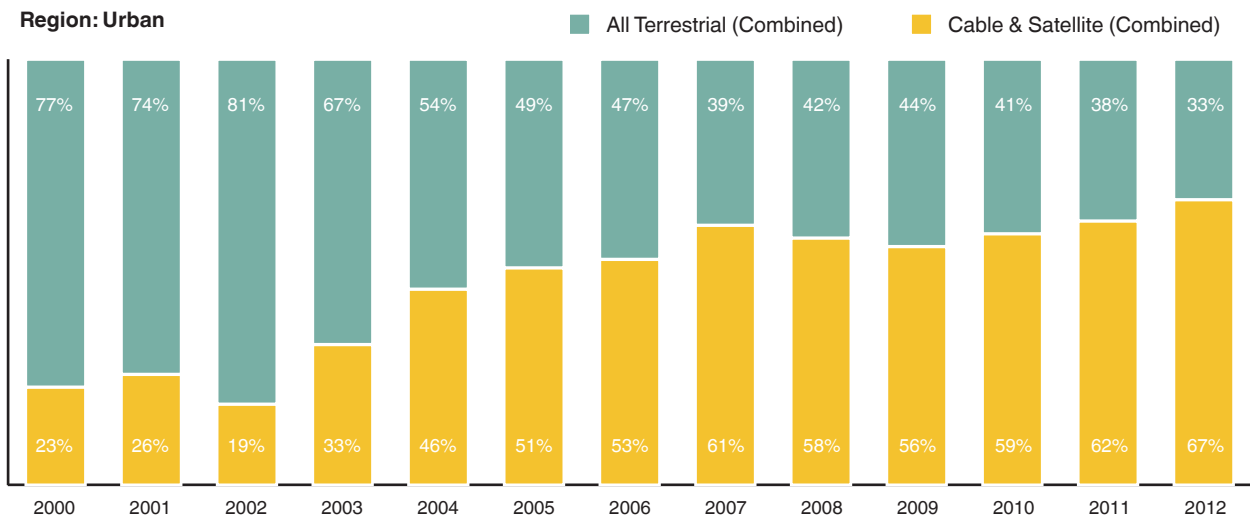
28. Terrestrial vs Cable & Satellite Channels Share %

Region: National, Target Audience: All Viewers



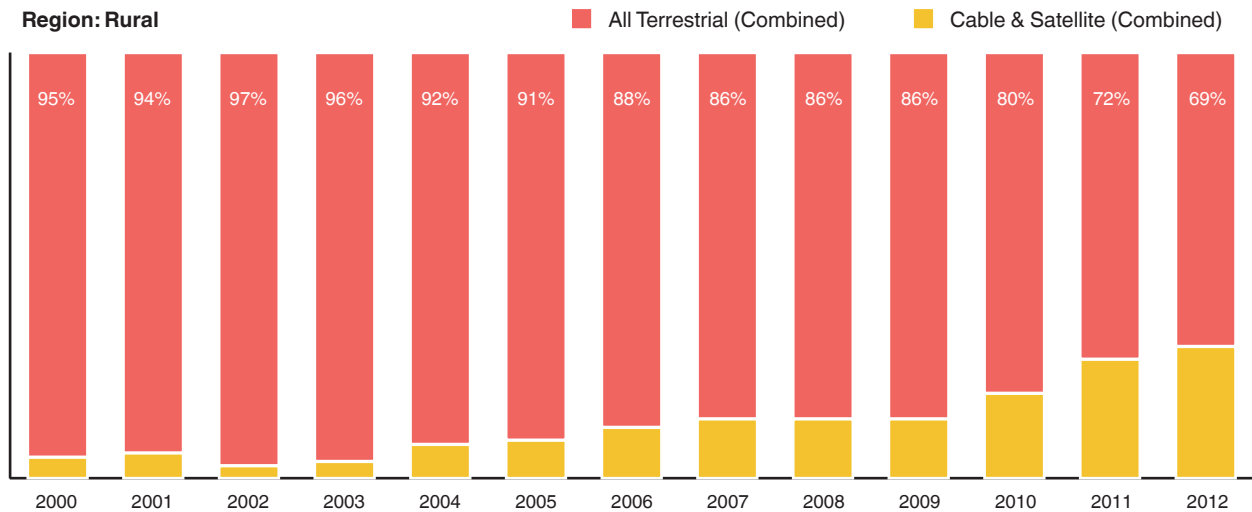
29. Terrestrial vs Cable & Satellite Channels Share %

Region: Urban, Target Audience: All Viewers



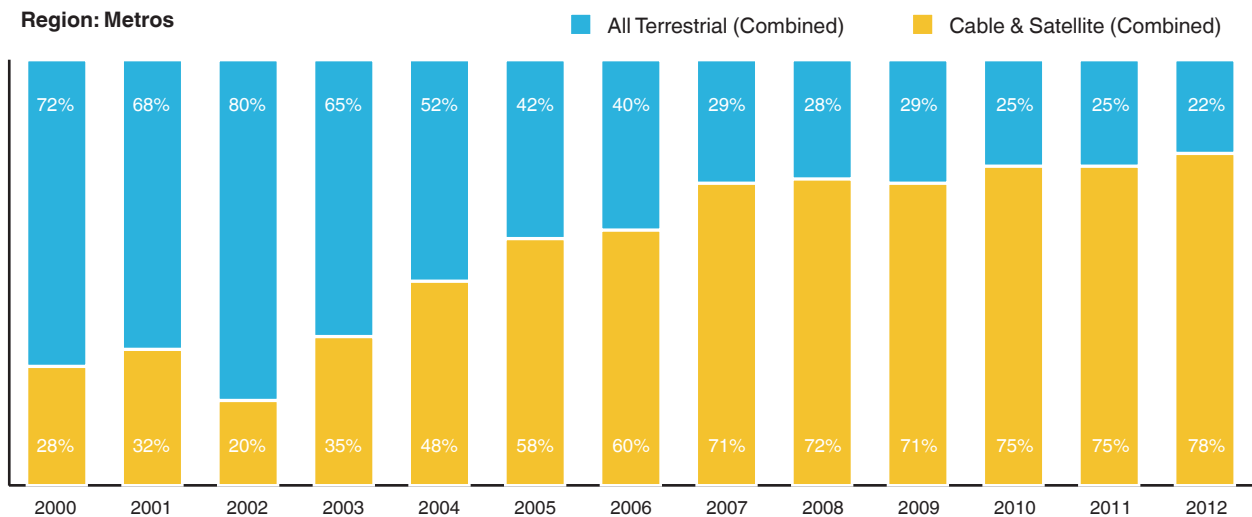
30. Terrestrial vs Cable & Satellite Channels Share %

Region: Rural, Target Audience: All Viewers



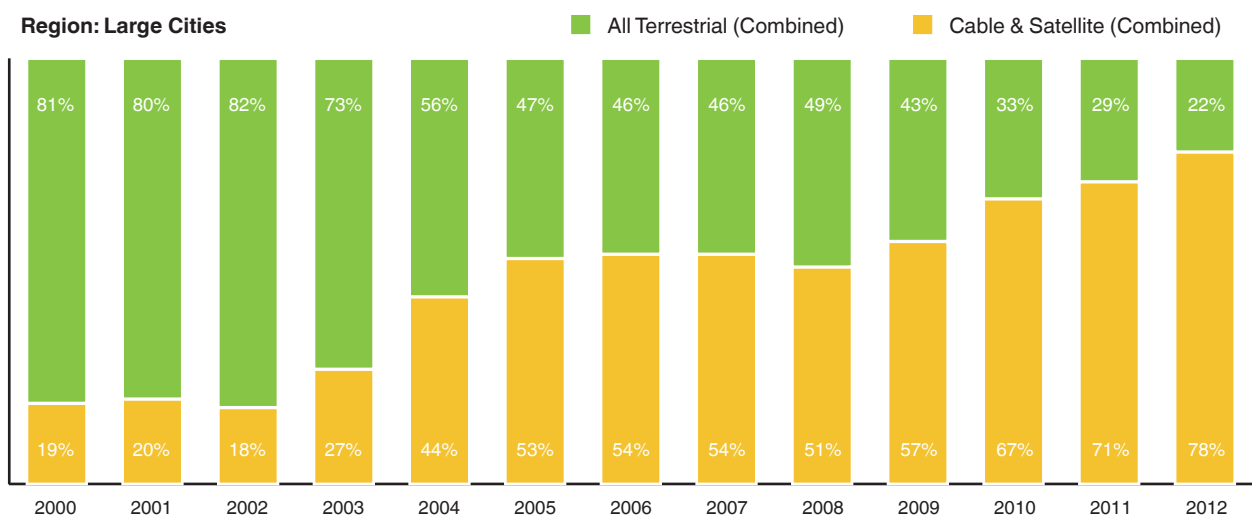
31. Terrestrial vs Cable & Satellite Channels Share %

Region: Metros, Target Audience: All Viewers



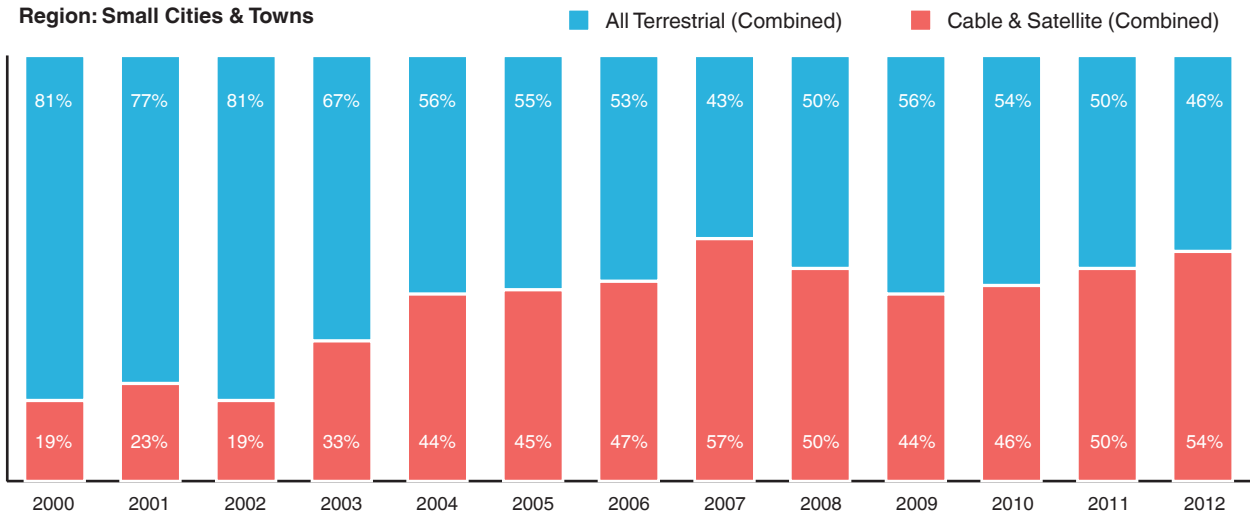
32. Terrestrial vs Cable & Satellite Channels Share %

Region: Large Cities, Target Audience: All Viewers



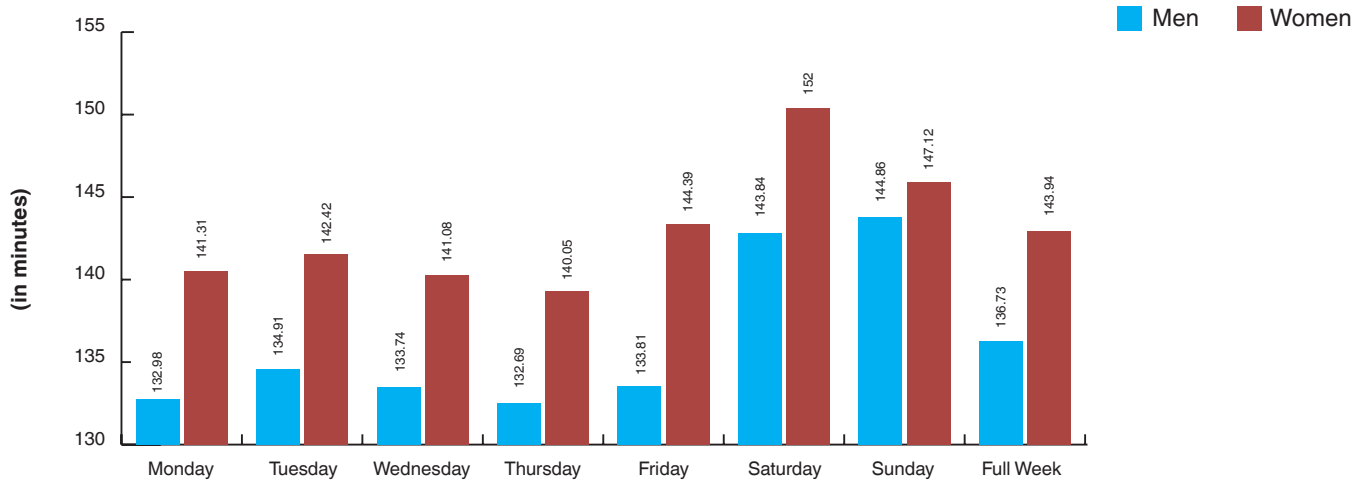
33. Terrestrial vs Cable & Satellite Channels Share %

Region: Small Cities & Towns, Target Audience: All Viewers



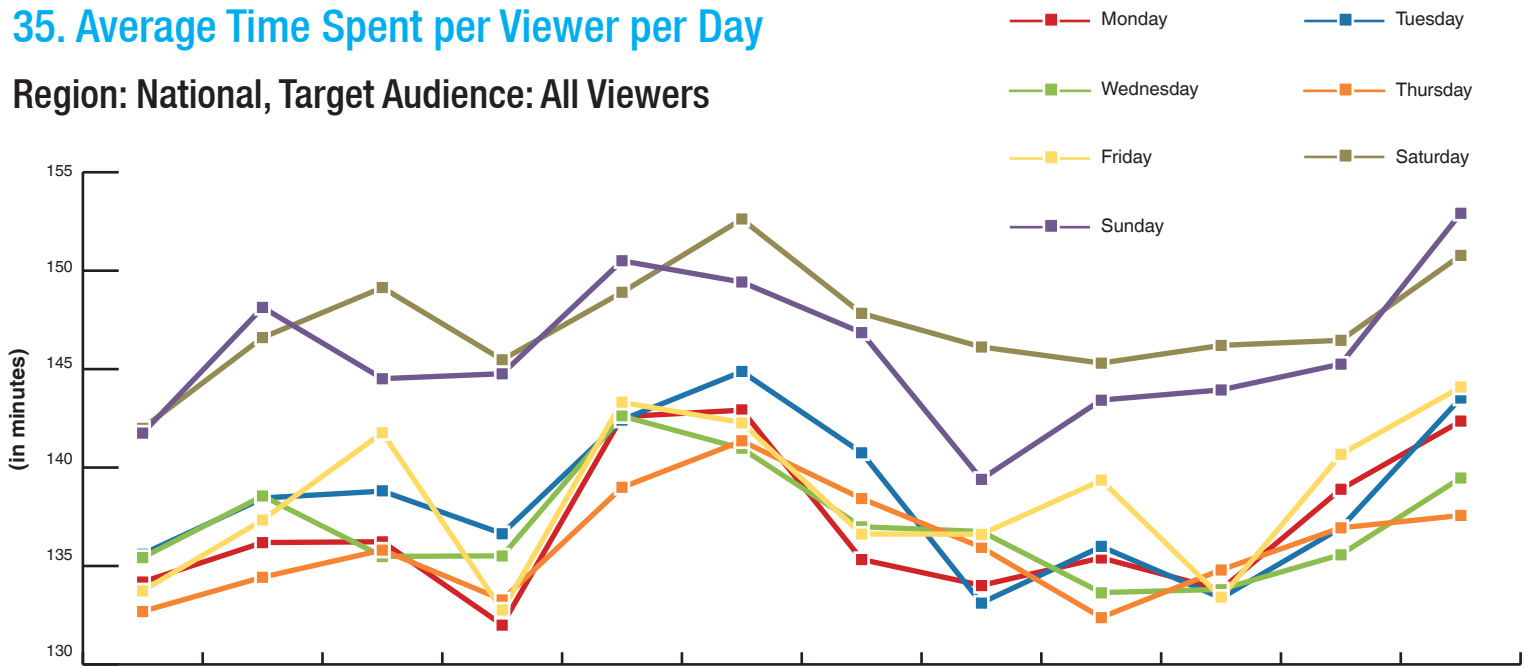
34. Men vs Women (Average Time Spend per Viewer)

Year 2012 | Target Audience: All National Viewers



35. Average Time Spent per Viewer per Day

Region: National, Target Audience: All Viewers



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